

Task Order No. 1 - Development of National Communications Plan Performance-Based Statement of Work

Note: This task order will be issued after contract award. As part of the technical evaluation for award of the overall contract, bidders must submit their technical and cost proposals for this task. Bidders are not being asked to develop a national communications plan. They are required to submit their proposals describing how they would conduct this task.

1. INTRODUCTION

Once every ten years the United States takes a “snapshot” of its population, determining how many people reside within its borders, who they are, and where they live. It is an extremely complex undertaking that requires the participation of every household in the country, reaching people from the most remote Alaskan villages to the most crowded inner cities. Census enumerations are extraordinary initiatives, and have been called the “largest mobilization in America’s peacetime history.” This once-a-decade snapshot is critical to the planning needs of our country, and it is vital that residents participate.

The Census Bureau seeks a complete, accurate and efficient decennial census in 2010. Objectives that help meet this goal include (1) increasing mail response, (2) improving cooperation with enumerators, and (3) improving overall accuracy by reducing the differential undercount.

Communications must create awareness about the census and motivate each household to fill out and return the census questionnaire as soon as possible after receipt, as the cost of conducting the census multiplies when forms are not returned promptly. The Census Bureau estimates that two-thirds of the overall 2010 Census costs will be spent enumerating people who do not reply by mail. It costs approximately \$75 million to enumerate each additional percentage point of households that requires follow-up.

Task Order No. 1 will be issued after the contract is awarded. It requires the development of a national integrated marketing and communications plan (the “Communications Plan,” or “Plan”) for the 2010 Census Communications Campaign.

The campaign shall encompass a comprehensive mix of communications channels appropriate to reach, educate and motivate numerous and diverse audiences across the nation.

Bidders must submit both a technical and price proposal for this task order as part of their 2010 Census Communications Campaign proposal. Their proposal for Task Order No.1 shall provide the specific steps, processes and resources needed to develop the Communications Plan.

2. TASK ORDER SCOPE OF WORK

The Contractor shall develop a comprehensive national communications plan for the 2010 Census Communications Campaign. In developing the Communications Plan, the Contractor is encouraged to draw on its full expertise and experience, its understanding of the 2010 decennial census environment, government furnished information, industry best practices and innovations, and extensive research and consultation. The Communications Plan shall address emerging tools, methods and technologies in research, advertising and communications.

The Communications Plan shall be fully integrated with the Census Bureau's decennial census operations, partnership outreach and internal public affairs activities to ensure that consistent messages are delivered seamlessly at every stage of the campaign.

After government approval, the Communications Plan will serve as the primary basis for issuing task orders under the contract.

3. REQUIREMENTS

Under performance of this task, the Contractor shall satisfy the following requirements.

3.1 Communication, Coordination and Integration with the Government During the Development of the National Communications Plan

The Contractor shall:

- Participate in a kick-off meeting at Census Bureau facilities, at a date proposed by the Contractor, but no later than fifteen (15) working days after contract award. The purpose of the meeting will be to introduce the key government and Contractor staff for the 2010 Communications campaign and to review the scope and requirements of the overall contract, including Task Order 1.
- Maintain continuous and effective communication with the 2010 Census Publicity Office (2CPO) during the development of the Communications Plan, as defined in the Contractor's task proposal. The Census Bureau will make every effort to attend, by teleconference or in person, necessary meetings with Contractor staff, as it deems appropriate.
- Consult with Census staff at headquarters and in the field offices as part of the development of the communications plan.
- Consult with the advisory committees at a joint meeting. The committees involved are: the 2010 Census Advisory Committee, the Race and Ethnic Advisory Committees (consisting of five committees for African Americans, Hispanics, Asians, American Indians and Alaska Natives, and Native Hawaiian and Other

- Pacific Islanders), and the Advisory Committee of the American Marketing Association.
- Ensure that the Contractors' goals and objectives are synchronized with those of the Government at all times, and reflect the attributes of a partnership through an open, customer-oriented effort.
 - Consistently take steps to understand the 2010 Census business, management, and technical environment and incorporate all relevant information in the Communications Plan, as appropriate.
 - Maintain as much joint interaction as the Contractor deems necessary in order to effectively develop the Communications Plan.
 - Schedule and participate in Program Management Reviews (PMRs) at Census Bureau Headquarters facilities in Suitland, MD, following all requirements defined in Section F.4.1 of the 2010 Census Communications Campaign master contract.

3.2 Draft Communications Plan

In coordination with 2CPO, the Contractor shall develop and deliver a draft Communications Plan. The draft plan shall:

- Establish a framework and direction for the 2010 Census Communications Campaign, accounting for the size, scope, and complexity of the 2010 census environment.
- Establish a work plan with a timeline and milestones for key campaign components.
- Describe all research methods and activities to be used through development of the Communications Plan and the purpose of each, as well as a formal research strategy that spans the entire campaign.
- Define and provide a rationale for the audience segmentation model to be used as the basis for creative direction and media strategy.
- Identify and explain the message(s) and types of creative materials to be used through the campaign, including the rationale behind them and the processes employed in developing them. The Communications Plan shall address considerations for message adaptation and/or translation to reach different audiences, including different race and ethnic groups.
- Establish the Contractor's media buying strategy and define the process and criteria for it. Explain how the Contractor would work with Census Bureau headquarters and regional staff to assess the role of local media.

- Identify all major promotional activities and materials to be developed for the campaign.
- Address how the campaign will support existing Census Bureau decennial initiatives, specifically field and partnership outreach. Additional integration opportunities may arise during the Contractor's meetings with Government personnel.
- Establish estimated price and resource allocations for the campaign, divided by audience segment and by communication channel. An overall estimated budget shall also be established.
- Identify and describe, to the maximum extent possible, future activities necessary for the production and implementation of the 2010 Census Communications campaign, in accordance with the proposed Communications Plan. Proposed future activities shall be combined along logical functions (e.g. by communications channels).

The activities detailed in the Communications Plan shall be executable and feasible within the constraints of the Census Bureau's budget (which will be provided by the Census Bureau post-award) and timetable.

3.3 Communications Plan Conference and Presentations

After the draft Communications Plan has been developed in coordination with 2CPO, the Contractor shall schedule, coordinate and conduct the Communications Plan Conference to formally present and describe the draft plan to Census Bureau 2010 Communications staff and leadership.

The conference shall be held at Census headquarters in Suitland, MD. The conference shall not be longer than 2 working days in length.

In planning the Communications Plan Conference, the Contractor is encouraged to draw on its full expertise and experience in joint planning and team-building for comparable engagements; and to recommend the format, agenda, and duration of the conference that best serves the collaborative relationship between the parties and objectives of the 2010 Census Communications Campaign.

After Contractor's formal presentation, Census Bureau staff and stakeholders will review the proposed Communications Plan and provide comments, suggestions and/or decisions for the final Communications Plan.

3.4 Final Communications Plan

The Contractor shall deliver the final version of the Communications Plan to the government no later than two weeks after the conclusion of the Communications Plan

Conference. The final plan shall include all requirements identified for the draft Communications Plan (3.2 above) and shall address comments, suggestions and decisions identified at the Communications Plan Conference.

3.5 Communications Plan Presentations

The Contractor shall present the final Communications Plan to the Census Bureau's advisory committees at their regularly scheduled meetings in April and May, 2008. The government estimates one (1) presentation will be required to each of the following advisory committees: Race and Ethnic Advisory Committees; 2010 Census Advisory Committee; and the Census Advisory Committee of Professional Associations. Specific dates for each presentation will be provided by the government post-award.

4. GOVERNMENT FURNISHED DATA

In addition to all data available through the 2010 Census Communications Campaign Web site Reference Library

(<http://www.census.gov/procur/www/2010communications/library.html>), the following materials will be made available to the Contractor after award:

- A list of key Census Bureau contacts for information related to this task order.
- Access to the Census Planning Database and usage instructions, linking detailed demographic indicators with response patterns.

5. TRAVEL REQUIREMENTS

Travel to Census Bureau Headquarters in Suitland, MD, Census Bureau Regional Offices and to additional locations proposed by the Contractor may be required for the completion of this task. It is anticipated that a maximum of six trips will be required to meet with Census Bureau's field staff at the regional offices. The specific locations will be identified post-award.

The Contractor shall provide estimated travel costs to the CO in advance of scheduled trips. Reimbursement of travel will be in accordance with FEDERAL TRAVEL REGULATIONS.

As identified in Section H.13 of the 2010 Census Communications Campaign Contract, all travel requirements will be ordered under Task Order No. 2, Travel.

6. STAFFING AND RELEVANT EXPERIENCE

In order to perform the requirements in this task order, the Contractor must have:

- Staff with demonstrated professional skills in developing national communications plans, campaigns, audience segmentation models, and effective media strategies; as

- well as conducting market research, creating budget and research allocations and managing government contracts.
- Staff with experience and expertise on the populations being addressed.
 - Detailed understanding of the task requirements.

7. DELIVERABLES AND TIMELINE

The Offeror shall define specific deliverables and delivery dates for completing this task. At a minimum, deliverables shall include:

DELIVERABLE	DELIVERY DATE
Kick-off Meeting	No later than 15 days after contract award
Program Management Review meetings (PMRs)	Monthly
Draft Communications Plan	Early February, 2008
Communications Plan Conference	Early March, 2008
Final Communications Plan	Two weeks after Communications Plan Conference
Present Plan to Race and Ethnic Advisory Committees	April, 2008*
Present Plan to 2010 Census Advisory Committee	May, 2008*
Present Plan to Census Advisory Committee of Professional Associations	May, 2008*

* To be specified by the government post-award.

8. PERFORMANCE REQUIREMENTS

Performance requirements for this task order include:

- Completeness and accuracy – The Communications Plan satisfies all requirements identified in Sections 3.1 and 3.2 of this Statement of Work and is based on appropriately structured and conducted research.
- Timeliness - The Communications Plan and all proposed deliverables are delivered on or before agreed upon deadlines.